5 Year Vision Plan

South Grand Community Improvement District

2014-2018

February 2015

MISSION

To cultivate a robust and supportive business climate on South Grand in order to establish the Tower Grove community as the premiere urban lifestyle district in the Saint Louis Metropolitan area.

VISION STATEMENT

Further enhance, the South Grand Community Improvement District to become a thriving self-sufficient vibrant community that emphasizes safety, cleanliness, promotions, quality tenant attraction and retention, and infrastructure improvements.

VALUES

- **Community Engagement:** We believe it is our responsibility to engage our surrounding business districts and neighborhoods in order to foster a positive relationship to better serve the Tower Grove Community.

- **Economic Development:** We are committed to increase our foot traffic through economic development and through capital improvements in order to create a greater return to the property and business owners within the district.

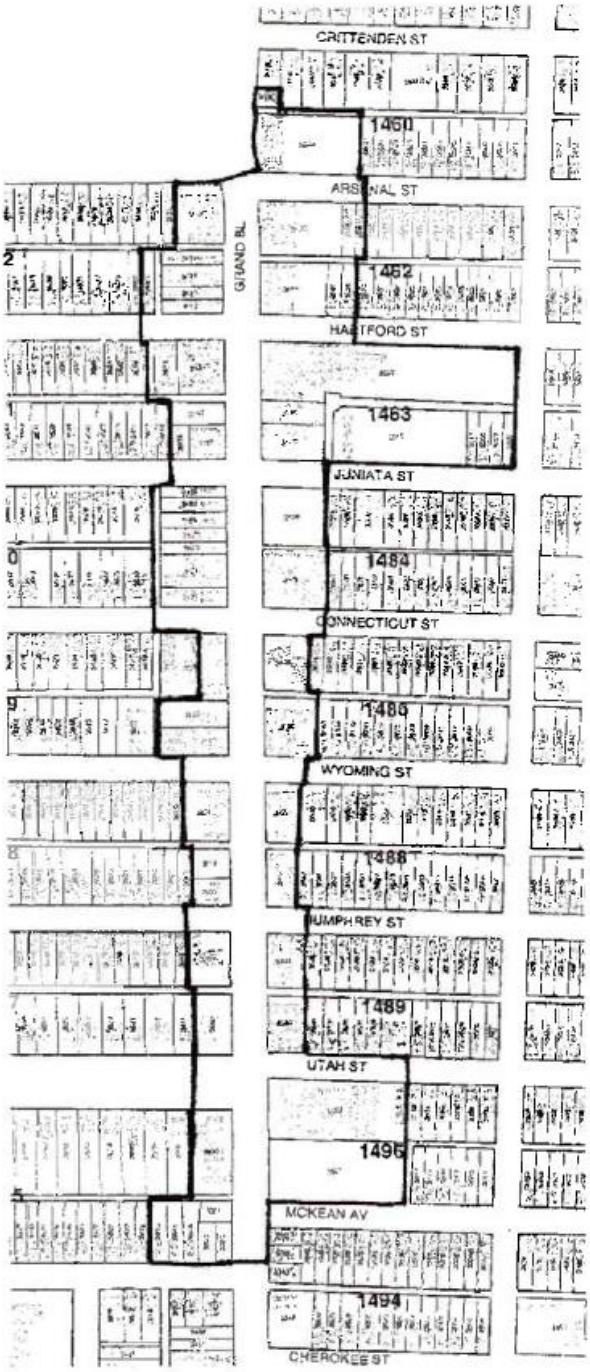
- **Public Safety:** We believe to create a robust business climate it is our responsibility to foster a safe and inviting environment to those who live, work, and play within the South Grand district.

- **Maintenance:** We are committed to ensuring a clean environment through ongoing maintenance of the streetscape in the district. In addition, encourage cleanliness of the commercial buildings through programs and/or ordinances.

- **Housing:** We are committed to uphold policies that will assist with the growth of residential development and increase property value of our surrounding communities. We will do so by maintaining and ensuring a robust business climate throughout the district.

DISTRICT BOUNDARIES

Exhibit A
South Grand Community Improvement District



Boundary Line

N

5 Year Vision Objectives:

1. Increase the number of customers patronizing businesses throughout the day
2. Understand short term-and long-term goals of property owners
3. Improve the appearance of the district
4. Improve street life
5. Improve the perception of the development of the Tower Grove Community

Outcomes:

2013-2014 Fiscal Year Outcomes:

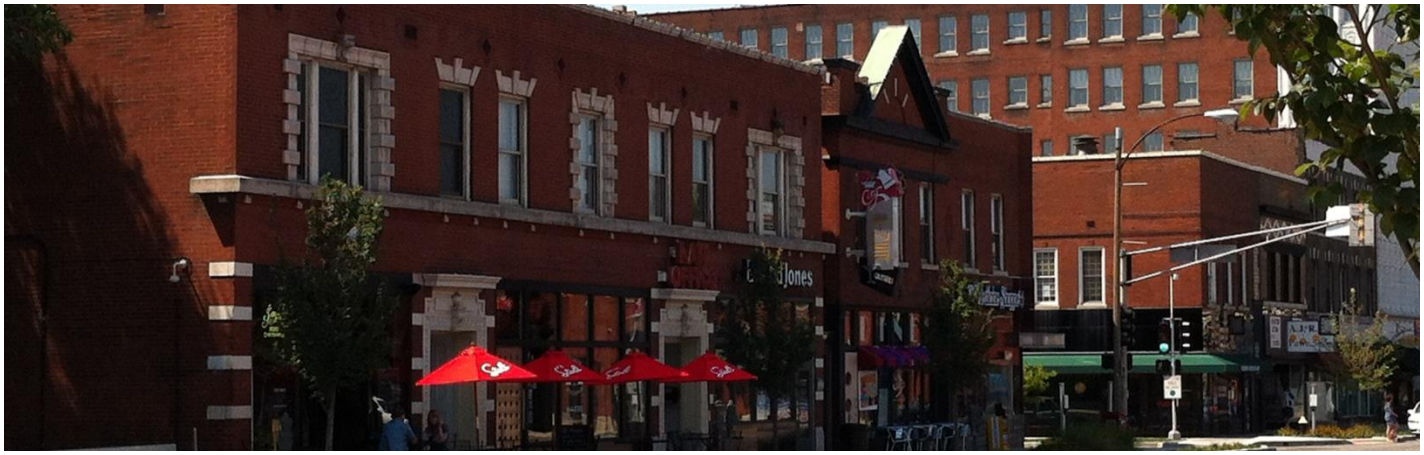
- ✓ Instituted parking signs for South Grand parking lot
- ✓ Instituted to-go parking in district
- ✓ Installed rain gardens in district
- ✓ Developed The Ritz Park
- ✓ Formed marketing committee to oversee special events in the district
- ✓ Created user friendly website
- ✓ Increased the # of retail units by 1
- ✓ Implement an annual event , The Fall Fest
- ✓ Increase CID revenue by 8%
- ✓ Began structure of Building Improvement Grant Program

New Development in Retail Spaces: January 2013-Current

Previous Status	Current Status
Orkeed Restaurant (Food/Drinks)	▷ Baida Restaurant(Food/Drinks)
Encore Staffing (Service)	▷ Parsimonia (Retail)
Natty's Pizza (Food/Drinks)	▷ Lulu's Local Eatery (Food/Drinks)
Mojo Tapas (Food/Drinks)	▷ Jimmy Johns (Food/Drinks)
Vacant	▷ Tree House Vegetarian (Food/Drinks)
Vacant	▷ Rooster South Grand (Food/Drinks)
Parking Lot	▷ South Grand's Ritz Park
Vacant	▷ Hot Yoga St. Louis (Service)
Vacant	▷ Clarkson Eye Care (Service)

OBJECTIVE 1

INCREASE THE NUMBER OF CUSTOMERS PATRONIZING BUSINESSES THROUGHOUT THE DAY



We want to increase the number of customers patronizing businesses throughout the day in order to better our district as a whole. We are hopeful that increased patronage will increase business revenue which will increase the overall tax revenue earned by the district. A busier district will serve more of the population and hopefully promote South Grand as a thriving hot spot in St. Louis.

Strategy 1.1 – Identify and achieve proper balance of tenants that attract customers

- Current 1st Floor Tenants
  - 45% Food
  - 20% Retail
  - 35% Services/Office/Medical
- Current 2nd Floor Tenants
  - 41% Office
  - 59% Residential

Goals:

- 1st Floor Tenants
  - 40% Food
  - 30% Retail
  - 30% Services/Office/Medical
- Current 2nd Floor Tenants
  - 50% Office
  - 50% Residential

Strategy 1.2 – Add needed parking to the district

- Address parking needs on the south side of the district

Strategy 1.3 – Attracting promising new businesses

- Create needed incubator space(s) for new local businesses
- Improve on existing businesses to buy or move into larger spaces within the district
- Provide new businesses with a list of grants and loan programs (put on "South Grand's" website)

Strategy 1.4 – Maintain list of available properties and list of desired tenants, maintain demographics profile

- Make the list of properties available to prospective buyers

Strategy 1.5 – Foster growth of existing tenants and improve on quality of businesses

- Create Assistance Program to help tenants improve their space
  - Offer or hire consultants to create a strategy to help improve interior and exterior of buildings
  - Create program to assist with building improvements

OBJECTIVE 2

UNDERSTAND SHORT-TERM AND LONG-TERM GOALS OF PROPERTY OWNERS

In order to improve the district, it is vital to understand the short-term and long-term goals of property owners. By doing this, the district will be able to grow in a positive direction with active participation by businesses and property owners. We will achieve this goal by streamlining systems that include building code requirements, an updated redevelopment plan and regular maintenance.

Strategy 2.1 – Put into place Property Owners Building Standards

- Create a code
  - Signage Ordinance
  - Hours of Operation
  - List of Suggested Businesses
- Update Redevelopment Plan
  - Work with Zoning Dept
  - Work with SLDC
  - Work with Planning Dept

Strategy 2.2 – Explore Expansion of District North and/or South:

- Evaluate needs and perform cost analysis
- Consider branding/marketing

Strategy 2.3 – Create a manual that is distributed to property owners of available assistance programs:

- Local
  - St. Louis Development Corporation Façade Programs
  - Institute district's grant program
  - Institute survey to all new business owners on process opening their business
- State
  - Missouri Linked Deposit

OBJECTIVE 3

IMPROVE THE APPEARANCE OF THE DISTRICT

Improving the appearance of the South Grand district will attract prospective businesses in addition to more (and new) customers to our district. We must make sure that our appearance (and that of our businesses) is well maintained. We will do this through capital improvements, regular cleaning services and development of the area to better the overall appearance of the District.

Strategy 3.1 – Encourage the development of underdeveloped areas

- Identify underdeveloped areas
- Increase the number of new commercial buildings in the district
- Offer TIF and/or tax abatement

Strategy 3.2 – Develop strategy to attract local entertainment and arts/lifestyle tenant(s)

- Provide ample parking
- Rent incentives
- Municipal incentives

OBJECTIVE 4

IMPROVE STREET LIFE

Street life is a very important aspect of South Grand. Because the District is located in an urban area, it is important to have good street life that will make customers feel safe but also feel the culture of the area. By doing so, we will increase the street traffic to the area. Increased customers and foot traffic will translate into more revenue for our businesses.

Strategy 4.1 – Vendor program through CID support including buskers and events

- Work with Street Department to get list of Buskers, screening, hours, and days of operation
- Work with Zoning and Special Events to get a permit for street vendors in Ritz Park

Strategy 4.2 – Increase amount of public art in the district

- Form a committee to increase amount of art (i.e. entryway, parking lot, etc.)
- Investigate grant/donation opportunities for art
- Collaborate with Coalition of Business District to create joint effort to bring "art" to district

OBJECTIVE 5

IMPROVE THE PERCEPTION OF THE DEVELOPMENT OF THE TOWER GROVE COMMUNITY

A strong South Grand Business District will improve the perception of the development of the Tower Grove Community. Stronger neighboring communities will improve the perception of South Grand as a destination. This will increase the visitors to South Grand.

Strategy 5.1 – Unified Marketing Campaign

- Create weekly calendar of social media
- Create additional hashtags(#) for events
- Explore a student liaison with SLU to post about businesses (trade discounts or free items from South Grand)
- Establish partnership with 5 surrounding neighborhood associations to post about South Grand businesses and events
- Coordinate with businesses to post South Grand Events
- Hire a consultant for market analysis to help with optimizing "South Grand" for searches and proper advertising/promotions online that targets our audience
- Create a video to increase and attract new visitors, residents, and new promising businesses to the Tower Grove community
- Add bike share program to the district
- Place advertising ads for events that occur on South Grand
    - Events on Grand
    - Events that occur in Ritz Park
- Create partnership with local nonprofit organizations
- Promote and create historic plaque and walking tour brochures on the district

Strategy 5.2 – Security Cameras, neighborhood watch, citizen patrol, portal connecting all neighborhoods

- Install security cameras throughout the district

        - Grants
        - CID contribution
        - Business/Property Owners contributions

Strategy 5.3 – Incentives

- Local Historic District
    - Specific material types to be used on South Grand for rehab/renovation of buildings
    - Create historic plaques and/or walking tour brochure of South Grand (i.e. Landmarks Association Partnership)
    - Create Park District through collaboration with Tower Grove Neighborhoods Community Development Corporation
    - Branding campaign for North of Arsenal to 44 as well as rebranding for the South Grand district

5 Year Vision Timeline

	2014	2015	2016	2017	2018
Increase the number of customers patronizing businesses throughout the day	• increase # of retail units by 1 • 2 more 2nd floor and above office units investigate parking needs on South side of district	• 4 more 2nd floor and above office units • create a gift card program	• reach balanced tenants	• Increase parking on the south end of district	• Increase walkability North of Arsenal
Understand the short-term and long-term goals of property owners	• develop a plan to possibly expand CID to I-44 • Work more closely with the City of St. Louis Zoning Dept. • Award Building Improvement Program	•Complete updated Redevelopment plan (ordinance passing) • Present petition expansion of CID to I-44	• increase property values • Add part-time employee • Implement expansion of CID	• Part-time to full-time employee • Focus on strategy to develop an identity North of Arsenal	• Improve quality of property North of Arsenal • Increase retail and restaurants North of Arsenal by 20%
Improve appearance of the district	• maintenance of the pocket park and rain gardens • minimum of 1 new local entertainment tenant	• minimum of 1 new arts/lifestyle tenant	• minimum of 1 new commercial building in the district • Conduct windshield survey follow-up	• Ongoing maintenance of district	• Minimum of 1 new entertainment venue • Eliminate parking that fronts Grand • Add LEDs North of Arsenal
Improve street life		• Encourage Buskers on South Grand • begin accepting vendors into the district (only in pocket park) • form a committee for increased public art	• maintenance of the infrastructure • installation of public art		• Add one event North of Arsenal
Improve the perception of the development of the Tower Grove Community	• create initiative on ways to decrease panhandling • create calendar of events for Pocket Park	• decrease panhandling • install security cameras by year end • install historic plaques & create brochure • apply for grants for entryway/start fundraising • form committee for Entryway	• receive grant for entryway • add more events to the district • create a video to attract visitors • move events and arts initiatives to GSGGA	• install entryway • ad campaign for billboard(s) • market and promote video • create park district	• Institute Park District • Create an identity/brand North of Arsenal • Rebranding of South Grand • Add cameras North of Arsenal on traffic signal poles • Add bike share program to South Grand

The Organization

South Grand Community Improvement District:
3611 Juniata St. Suite 2E
Saint Louis, MO 63116
Phone: (314) 772-5750
Email: scoop@southgrand.org

Board of Directors:

Christopher Shearman	President
Noy Liam	Vice President
Francis Fanara	Treasurer
Matt Ghio	Secretary

Christian Andrade
David McCreery
Rachel Presley
David Bailey
Tai Tran

Staff:

Rachel Witt	Executive Director

Updated: February 2015